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U.S. PATENT DOCUMENTS						
Examiner Initials	Cite No. ¹	U.S. Patent Document		Name of Patente or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ²			
<i>Jud</i>	AA	5,063,506		BROCKWELL ET AL.	11-05-1991	ABSTRACT
	AB	5,117,354		LONG ET AL.	05-26-1992	ABSTRACT
	AC	5,249,120		Foley	09-28-1993	ABSTRACT
	AD	5,377,095		MAEDA ET AL.	12-27-1994	C1L39-C2L2
	AE	5,712,985		LEE ET AL.	01-27-1998	ABSTRACT
	AF	5,822,736		HARTMAN ET AL.	10-13-1998	ABSTRACT
	AG	5,873,069		REUHL ET AL.	02-16-1999	C3L58-C4L48
	AH	5,878,400		Carter, III	03-02-1999	C3L21-C4L11
	AI	5,918,209		CAMPBELL ET AL.	06-29-1999	ABSTRACT
	AJ	5,987,425		HARTMAN ET AL.	11-16-1999	ABSTRACT, FIG. 5
	AK	6,009,407		GARG	12-28-1999	ABSTRACT
	AL	6,029,139		CUNNINGHAM ET AL.	02-22-2000	ABSTRACT
	AM	6,032,123		JAMESON	02-29-2000	ABSTRACT
	AN	6,032,125		ANDO	02-29-2000	ABSTRACT, FIG. 3
	AO	6,078,893		OUIMET ET AL.	06-20-2000	C4L40-C5L33
	AP	6,094,641		OUIMET ET AL.	06-25-2000	C4L25-C6L26
	AQ	6,125,355		BEKAERT ET AL.	09-26-2000	ABSTRACT

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Examiner Signature	Beth Van Dier	Date Considered	5/10/05
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¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST .3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	
				Filing Date	5/5/01
				First Named Inventor	
				Group Art Unit	
				Examiner Name	
Sheet	2	of	2	Attorney Docket Number	DEM1P006

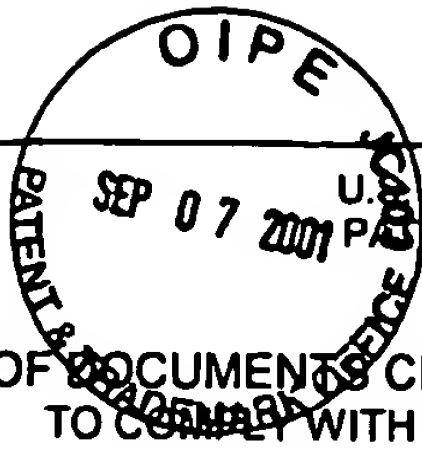
OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
Dwd	BA	ROSSI, DELURGIO, & KANTOR; "MAKING SENSE OF SCANNER DATA;" HARVARD BUSINESS REVIEW, REPRINT F00205			
	BB	BUCKLIN & GUPTA, "BRAND CHOICE, PURCHASE INCIDENCE, AND SEGMENTATION: AN INTEGRATED MODELING APPROACH," JOURNAL OF MARKETING RESEARCH, MAY 1992, PP. 201-215, VOL. XXIX			
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	BD	BLATTBERG AND DEIGHTON, "MANAGE MARKETING BY THE CUSTOMER EQUITY;" HARVARD BUSINESS REVIEW, JULY-AUGUST 1996, PP. 136-144			
	BE	CHRISTEN, GUPTA, PORTER, STAELIN, & WITTINK; "USING MARKET-LEVEL DATA TO UNDERSTAND THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES;" DECEMBER 22, 1995			
	BF	LINK, "ARE AGGREGATE SCANNER DATA MODELS BIASED?," JOURNAL OF ADVERTISING RESEARCH, SEPTEMBER/OCTOBER 1995, PP. RC8-RC12, ARF			
	BG	RUSSELL & KAMAKURA, "UNDERSTANDING BRAND COMPETITION USING MICRO AND MACRO SCANNER DATA," JOURNAL OF MARKETING RESEARCH, VOL. XXXI (MAY 1994), PP. 289-303			
	BH	JONES, "THE DOUBLE JEOPARDY OF SALES PROMOTIONS," HARVARD BUSINESS REVIEW, SEPTEMBER-OCTOBER 1999, PP. 145-152			
	BI	BUZZELL, QUELCH, & SALMON; "THE COSTLY BARGAIN OF TRADE PROMOTION;" HARVARD BUSINESS REVIEW, REPRINT 90201, MARCH-APRIL 1990, PP. 1-9			
✓	BJ	CURRY, DIVAKAR, MATHUR, & WHITEMAN; "BVAR AS A CATEGORY MANAGEMENT TOOL: AN ILLUSTRATION AND COMPARISON WITH ALTERNATIVE TECHNIQUES;" JOURNAL OF FORECASTING, VOL. 14, ISS NO. 3 (1995), PP. 181-199			

Examiner Signature	Beth Van Doren	Date Considered	5/10/05
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LIST OF DOCUMENTS CITED BY APPLICANT
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ATTY. DOCKET NO.
DEM1006

SERIAL NO.
09/849,783

APPLICANT

Neal et al.

FILING DATE
05/05/01

GROUP 3623
~~Unassigned~~

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>lwd</i>	AA	6,205,431	03/20/01	Willemain et al.	705	10	
	AB	5,459,656	10/17/95	Fields et al.	364	401	
	AC	5,299,115	03/29/94	Fields et al.	364	401	
	AD	5,799,286	08/25/98	Morgan et al.	705	30	
✓	AE	5,732,401	03/24/98	Conway	705	29	

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		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>lwd</i>	AI		"Report of Novelty Search" by Patentec, dated July 25, 2001

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Beth Van Doren

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5/10/05

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Form 1400 (Modified) Information Disclosure Statement By Applicant (Use Several Sheets if Necessary)	Atty Docket No. DEM1P006 Applicant: NEAL et al. Filing Date 05/05/01	Application No.: 09/849,783 Group UNASSIGNED
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U.S. Patent Documents

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub-class	Filing Date
	A						
	B						
	C						
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Foreign Patent or Published Foreign Patent Application

Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub-class	Translation	
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	J							
	K							
	L							
	M							
	N							

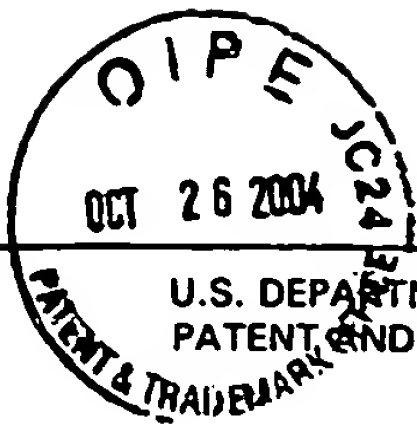
Other Documents

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<i>lwd</i>	O	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38
	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", The Wharton School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
	Q	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p. 227
	R	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
	S	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132
	T	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238
<i>✓</i>	U	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108



		Eileen Bridges et al., "A High-Tech Product Market Share Model with Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81
lud	W	Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198
	X	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220
	Y	Robert J. Dolan, "How Do You Know When the Price Is Right?", Harvard Business Review, September-October 1995, pp. 5-11
	Z	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229
	AA	Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187
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	CC	John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43
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	FF	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
	GG	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
	HH	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp. 17-29
	II	Magid M. Abraham et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993
✓	JJ	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of Marketing Research, Vol. XXXIII (November 1996), pp. 442-452
Examiner <i>Beth VanDoren</i>		Date Considered <i>5/10/05</i>

Examiner: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56	ATTY. DOCKET NO. DEM1P006	SERIAL NO. 09/849,783
	APPLICANT NEAL	
	FILING DATE 05/05/2001	GROUP 3623

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

lwd	AA	"Merriam Webster's Collegiate Dictionary", 10 th edition, pg 585, Merriam-Webster Incorporated, 1999.
lwd	AB	Hernandez, Mauricio A., and Salvatore J. Stolfo, "Real-world Data is Dirty: Data Cleansing and the Merge/Purge Problem", Data Mining and Knowledge Discovery, Vol. 2, Issue 1, January 1998.

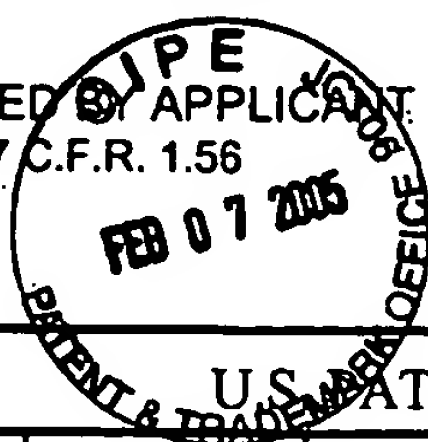
EXAMINER <i>Beth Van Doren</i>	DATE CONSIDERED 5/10/05
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EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
lwd	AA	6,567,824	05/20/03	Fox			
↓	AB	6,321,207	11/20/01	Ye			

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							YES	NO

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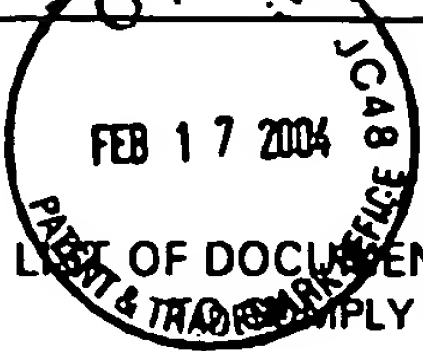
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lwd	AA	6,684,193	01/27/2004	Chavez et al.			
↓	AB	6,553,352	04/22/2003	Delurgio et al.			
↓	AC	6,044,357	03/28/2000	Garg			

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EXAMINER Beth Van Doren	DATE CONSIDERED 5/10/05
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	FILING DATE 05/05/2001		GROUP 3623	

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EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
lwd	AA	6,456,986	09/24/2002	Boardman et al.			
	AB	6,397,193	05/28/2002	Walker et al.			
	AC	6,341,268	01/22/2002	Walker et al.			
	AD	6,134,534	10/17/2000	Walker et al.			
	AE	6,052,686	04/18/2000	Fernandez et al.			
	AF	5,933,813	08/03/1999	Teicher et al.			
	AG	5,790,643	08/04/1998	Gordon et al.			
↓	AH	5,765,143	06/09/1998	Sheldon et al.			

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							YES	NO

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lwd	CA		"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.					
	CB		Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.					
	CC		Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data;" Harvard Business Review, Reprint F00205, 2000.					
	CD		"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.					
↓	CE		Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11					

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U.S. PATENT DOCUMENTS

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Qwd	AA	6,725,208	04/20/2004	Hartman et al.			
	AB	6,341,269	01/22/2002	Dulaney et al.			
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Qwd	BA		Alan L. Montgomery and Peter R. Rossi, "Estimating Price Elasticities with Theory-Based Priors," Journal of Marketing Research Vol. XXXVI, November 1999 (pp 413-423).
	BB		Boatwright, Peter et al., "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model," Journal of the American Statistical Association, Vol. 94, No. 448, December 1999 (pp 1063-1073).
	BC		Alan L. Montgomery, "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data," Marketing Science, Vol. 16, No. 4, 1997 (pp 315-337).
	BD		Robert C. Blattberg and Edward I. George, "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations," Journal of the American Statistical Association, Vol. 86, No. 414, June 1991 (pp 304-315)
	BE		Arnold Zellner, "On Assessing Prior Distribution sand Bayesian Regression Analysis With G-Prior Distributions," Elsevier Science Publishers, 1986 (pp 233-243)
	BF		A.F.M. Smith, "A General Bayesian Linear Model," University of Oxford, April 1972.
	BG		D.V. Lindley and A.F.M. Smith, "Bayes Estimates for the Linear Model," University College, December 1971.
	BH		George C. Tiao and Arnold Zellner, "On the Bayesian Estimation of Multivariate Regression," University of Wisconsin, January 1964.
↓	BI		Arnold Zellner, "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias," University of Wisconsin, June 1962.

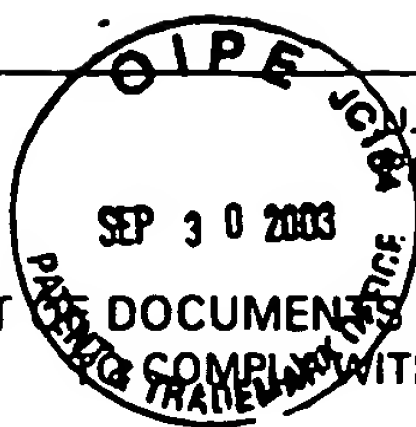
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						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

awd	CA		"PCT International Search Report", Application Number PCT/US02/14977, mailed May 5, 2003.
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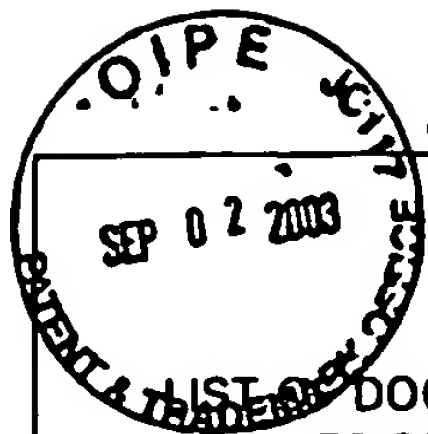
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lud	AA	6,025,686	05/18/2000	Fernandez et al.			
lud	AB	6,173,345	01/09/2001	William A. Stevens			

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							YES	NO
duplicate to to 7/16/02	BA	WO 98/53415	11/26/1998	Quimet et al.				

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lud	CA		"PCT International Search Report", Application Number PCT/US02/36710, mailed July 21, 2003.					
↓	CB		YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only).					

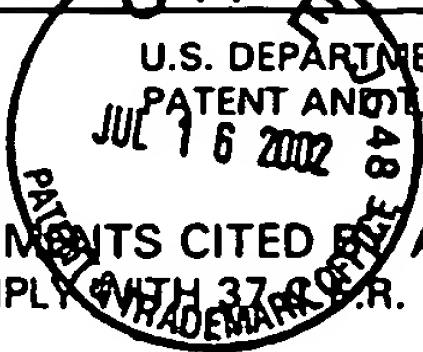
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	APPLICANT Neal et al.	
	FILING DATE 5/5/01	GROUP 2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>Qwd</i>	AA	6,308,162	10/23/01	Ouimet et al.			

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							YES	NO
<i>Qwd</i>	BA	WO 98/53415	11/26/98	Ouimet et al.				

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<i>Qwd</i>	CA		Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago Vol. 55/12-A of Dissertation of Abstracts International, pg. 3922 (Abstract Only)					
	CB		Busch: "Cost Modeling as a Technical Management Tool", Research-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pgs 50-56					
	CC		"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas"					
<i>✓</i>								

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